

ALEXANDRIA WON -

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alexandriawon.com

Skills

Visual Design. Sketch, Adobe Ps/Ai/Id/Pr/Ae

Prototyping. Invision, Flinto, Zeplin, Dot grid paper, Sharpie

Illustration. Detailed Drawing, Painting, Eye for design

Communication and Collaborative Working.

Fluent English and Korean.

Work Experience

Amazon.com.

Visual Experience Design Intern | June -August 2017

Executed an on-boarding series for Prime membership free trial members. Collaborated with marketing team, I proposed an intuitive user flow to stakeholders and validated designs with data through research. Conducted user testing and delivered wireframe, mockups and visual assets. Project is launched and globalized in US, FR, IT, SP.

TEMS academy.

Visual Designer | Sept 2016

As the lead designer, offered customer-centric and compelling design solutions for TEMS Academy. Worked closely with the project manager and followed a highly iterative design process to clearly understand customer needs.

Van Art Studio.

Design Instructor | June - Aug 2016

Taught summer computer design class. Developed course material and studio activity consisting of typography, icon design, illustrations and poster layout.

St. Rolling Eyes.

UI / Identity Designer | April 2015

Logo/ Identity design for a fashion photographer. Worked closely to accompany customer opinion and to gain insight to her vision throughout the process. Client designated as a photographer for 2015 Vancouver Fashion Week.

Activity

International Justice Mission University of Waterloo.

Lead Designer | January ~ Present

Designed posters, products for sale and gather designers to raise awareness of human trafficking and to support IJM field team rescue children everyday.

University of Waterloo Association of Korean Canadian Science and Engineers.

Marketing Manager | Sept 2015 - April 2017

Lead marketing team initiating promotional events and design contents including poster, logo and products. Art directed to deliver quality products.

Relevant Project

Hyundai Mobis x JJTC

(4A) | UX/ Data Visualization | September 2017

Worked on data visualization for Hyundai Mobis' backlog intranet with their supplier. Experimented with previous web experience to solve accessibility problem and to help both sides manage their status more effectively. Project in development stage.

Education

University of Waterloo. Waterloo, ON

Candidate for Bachelor of Arts in Global Business and Digital Arts (4B) | September 2013 - present.

Press & Recognition

Link Magazine.

Cover Artist | Dec 2015

Maple Ridge Arts Council Fine Arts/ Media Scholarship

\$1000 | May 2013